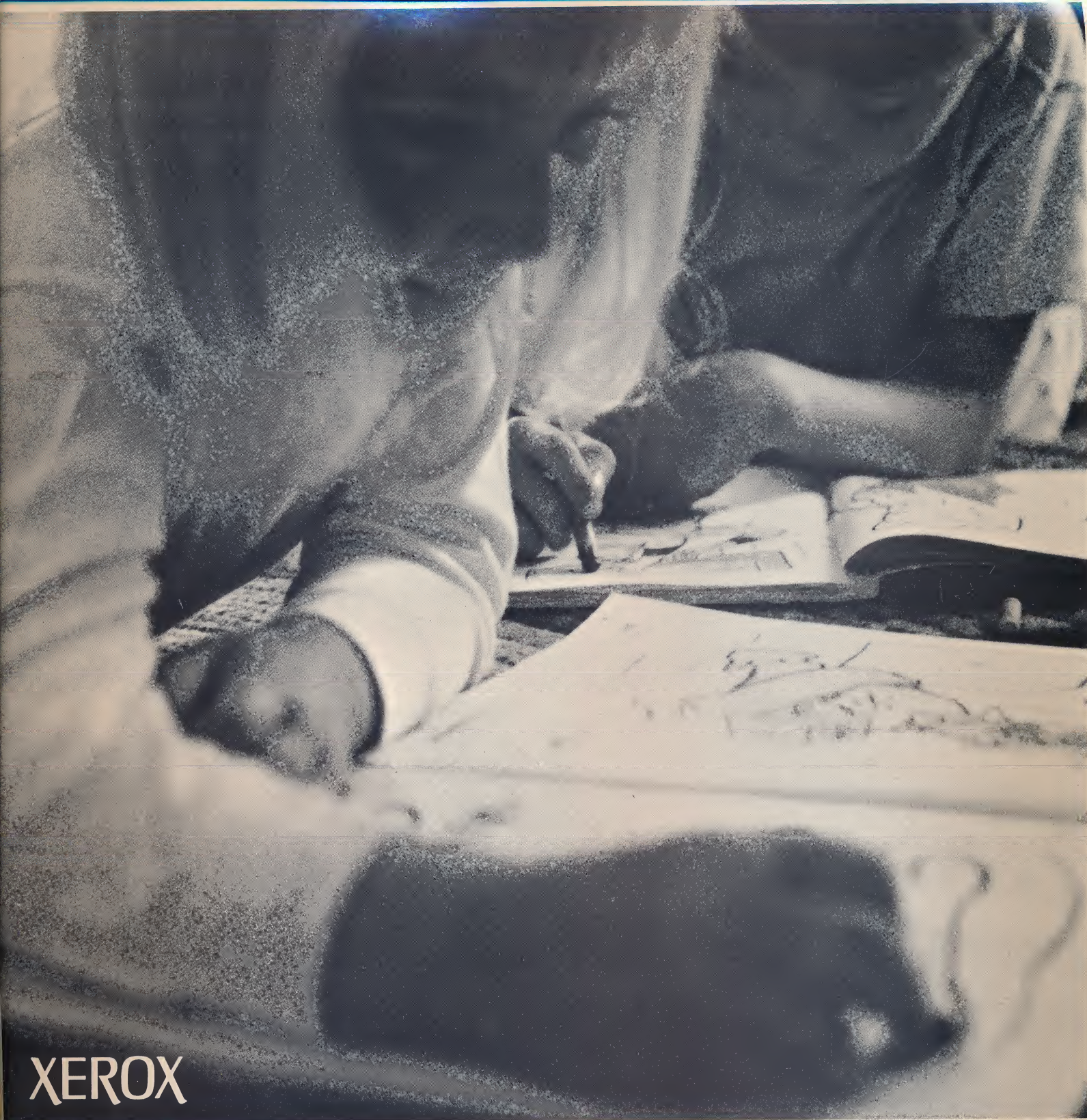




XEROX

Coloring Book

A *Metamorphosis* of Creative Copying for Upper-Middle and Lower-Upper Management

This toothsome coloring book is for all children from two

to Timbuktu. Some parts of it are for *real* kiddies;

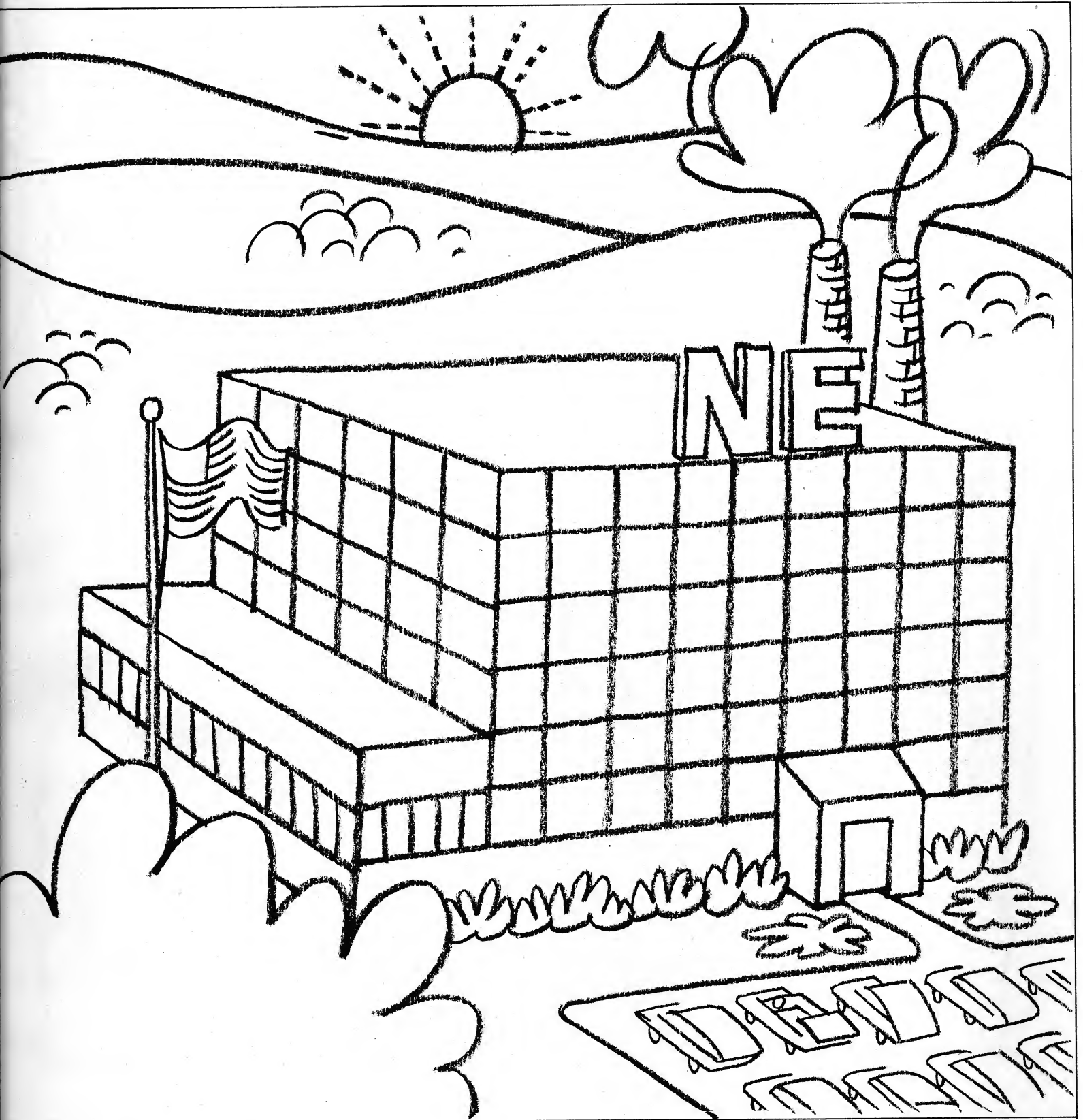
others are for the older variety. Frankly,

we can't disting- uish which part is for whom,

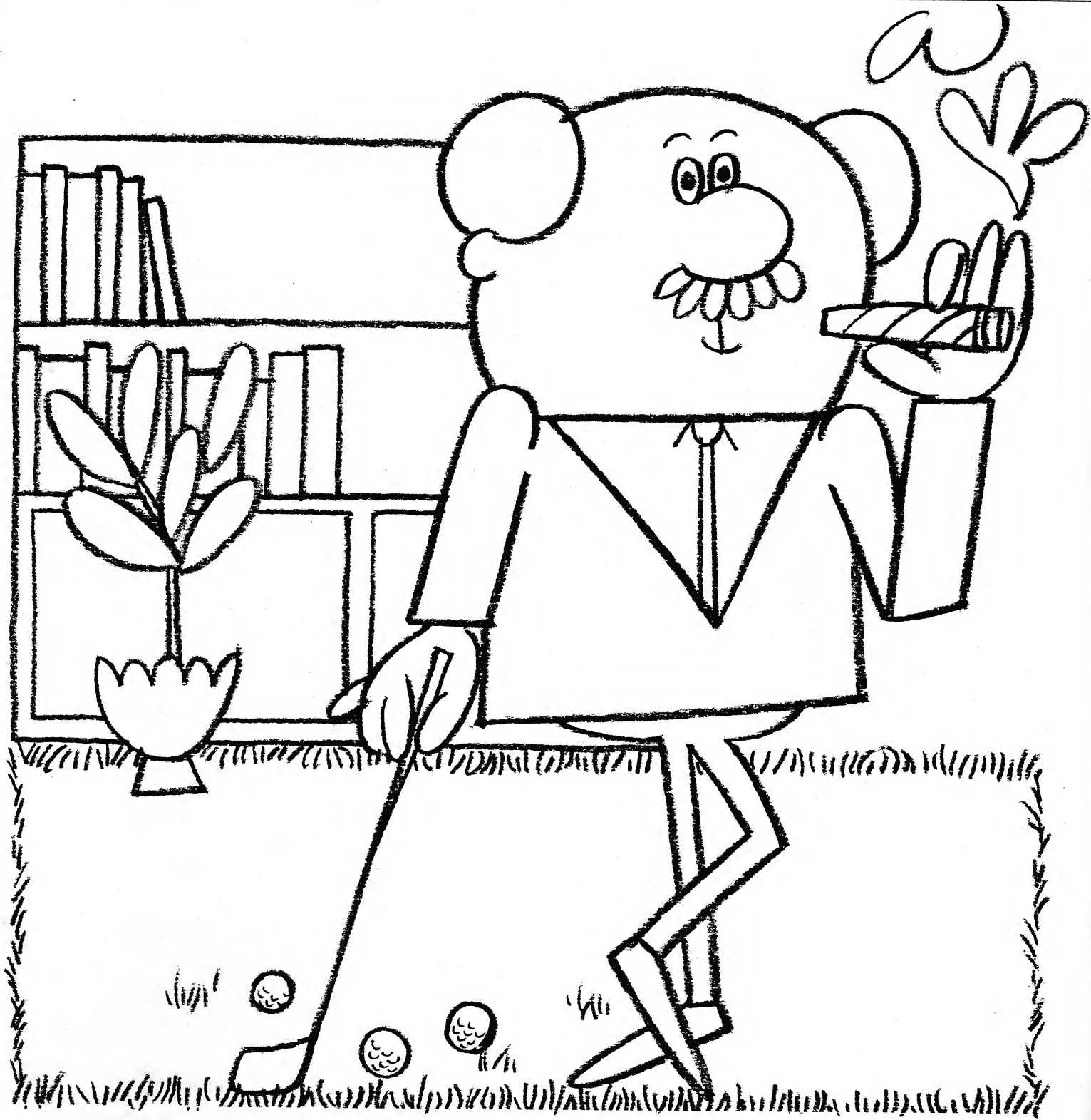
YOU decide, remember- ing that the Xerox 2400 is

always the correct choice for your short-run duplication.





**Early morning at the N. E. Company
in Upper Tintack.
Color it busy. (Electric blue.)**



The President of N. E. Company.

Color him important. (Bronze.)



Freda Friday . . . his secretary.

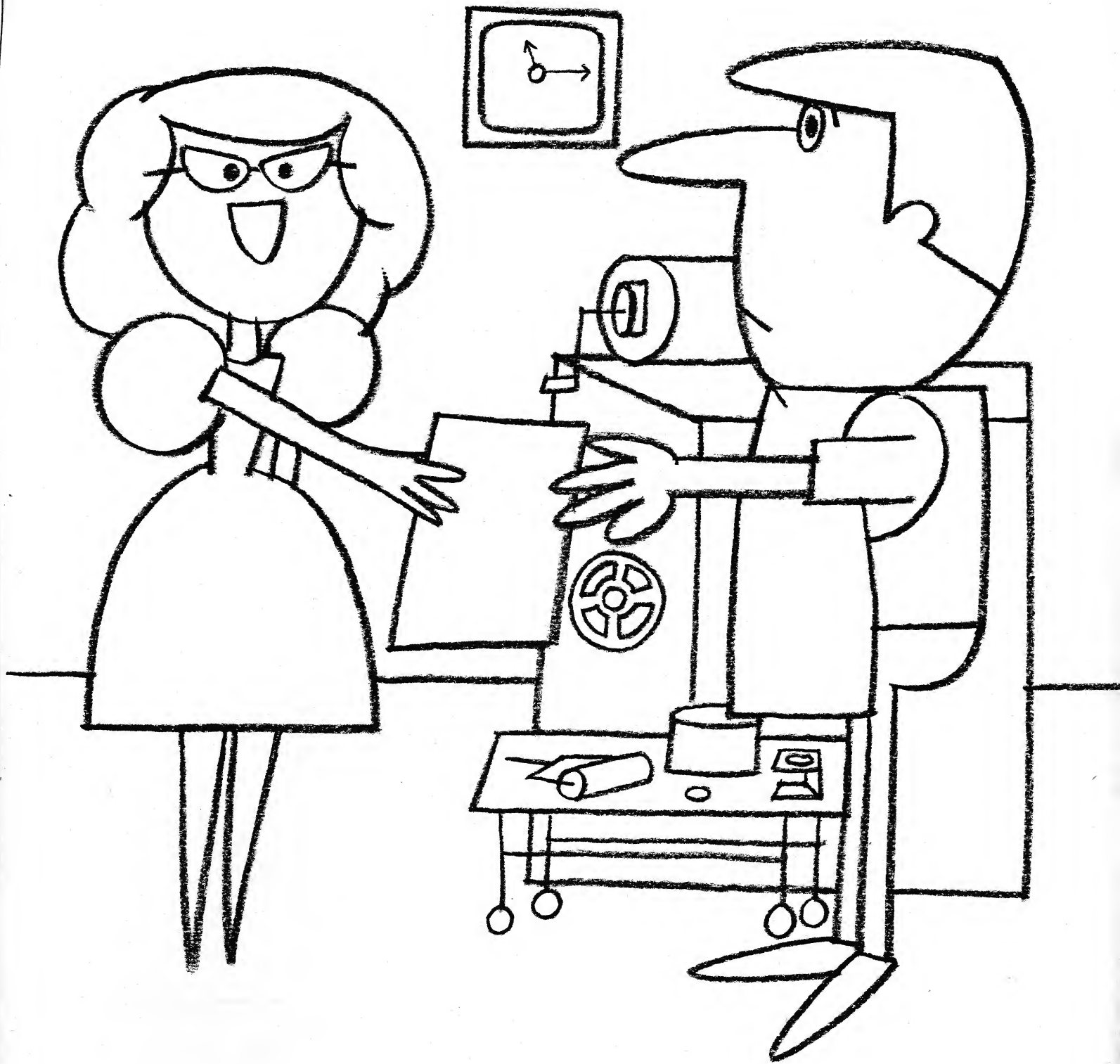
Color her efficient. (Ruby.)



He needs 90 copies of his letter RIGHT NOW!
Color him anxious. (Stammel.)



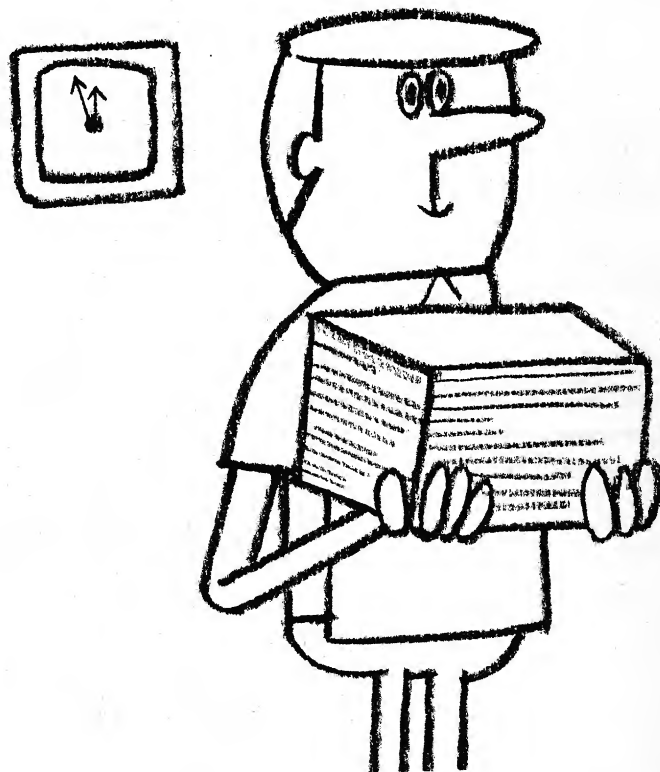
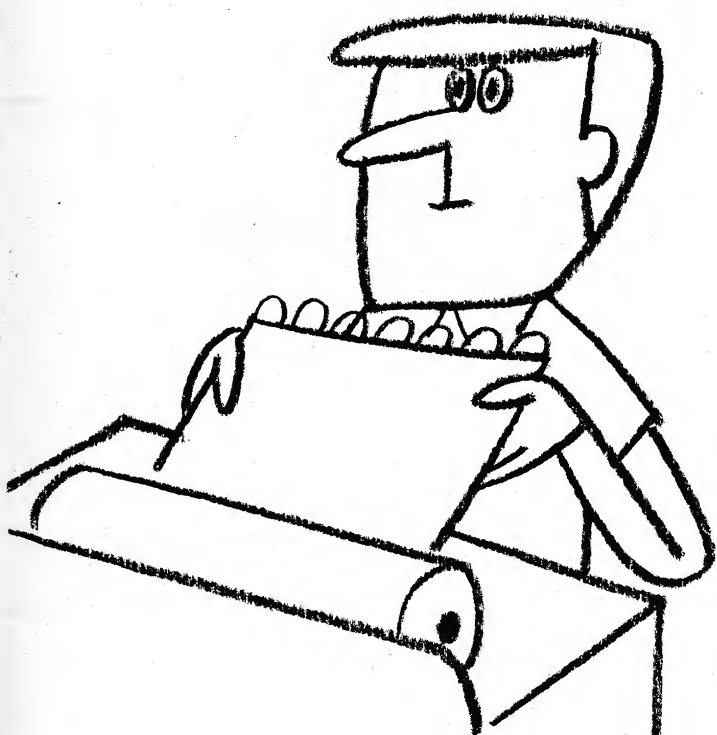
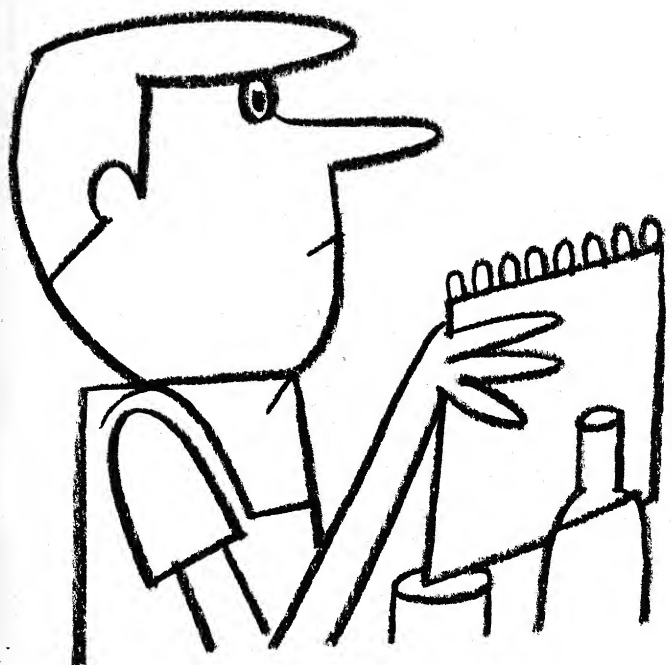
**Freda hurries to the end of the hall
and down the stairs.
Color her breathless. (Chartreuse.)**



She gives the letter to Oscar Offset.

He is behind schedule.

Color him harried. (Drab.)



**When he gets to Freda's job,
he makes a master, inks the press, puts the
master on and runs test sheets. Finally, he
completes the 90 copies. Don't color this page.**



**Once again, she runs to the end
of the hall and down the stairs.**

Color her winded. (Jade.)



Freda picks up the copies.

"Now I can go to lunch."

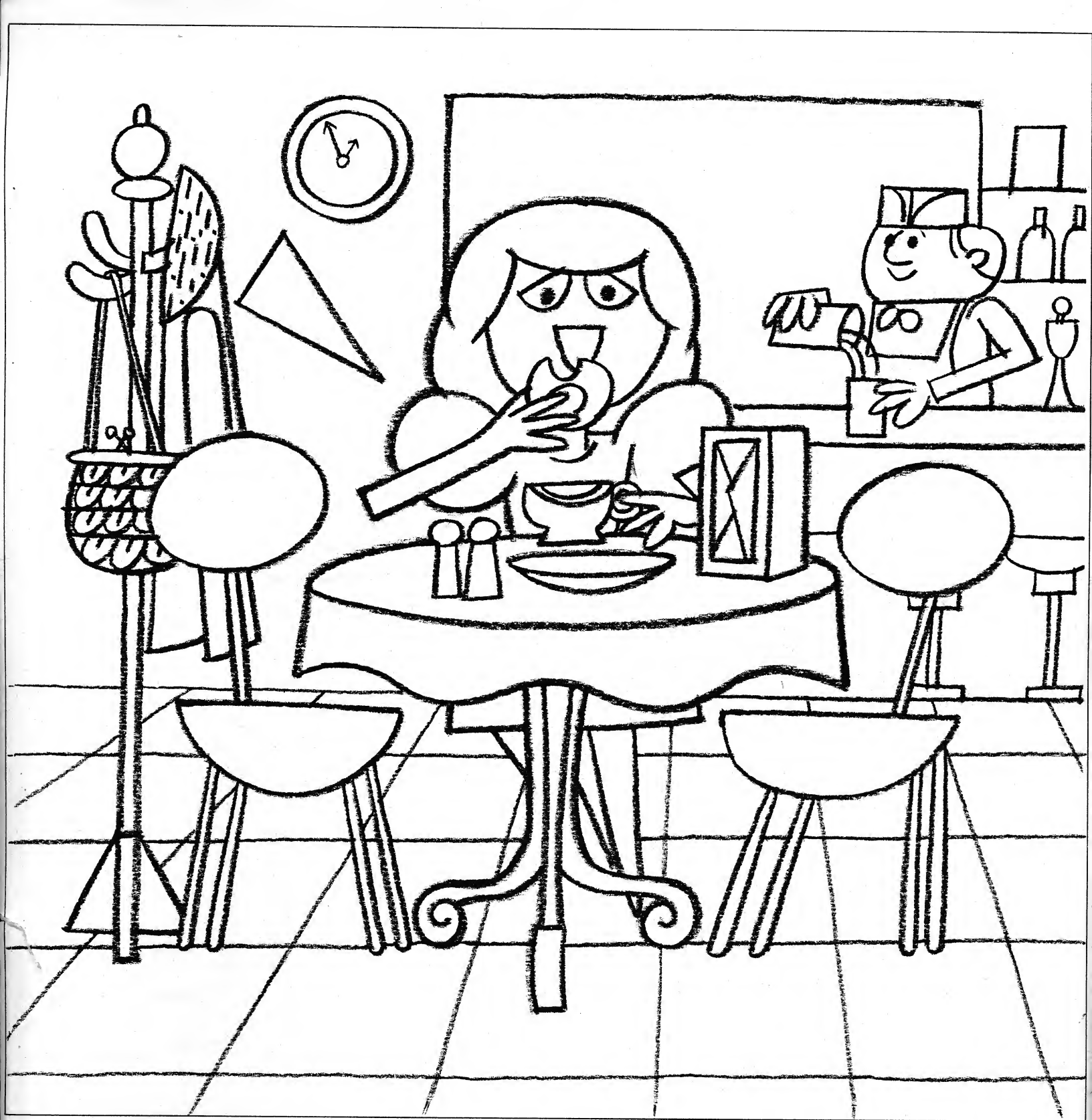
Color her hungry. (Tangerine and toast.)



**But the President wanted them
on Company stationery.
Color him furious. (Madder.)**

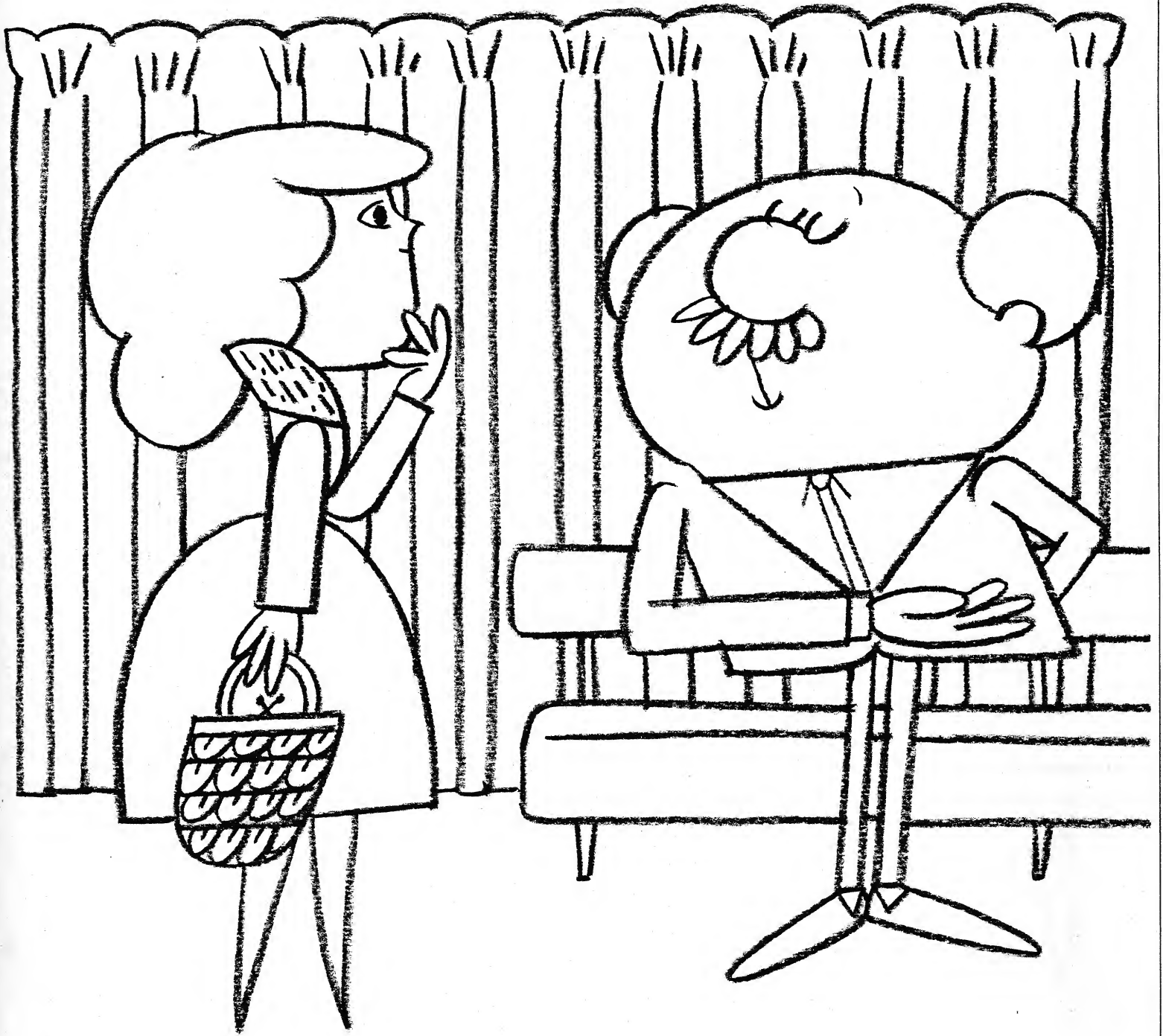


**The copies are thrown out.
Color them wasted. (Lemon.)**

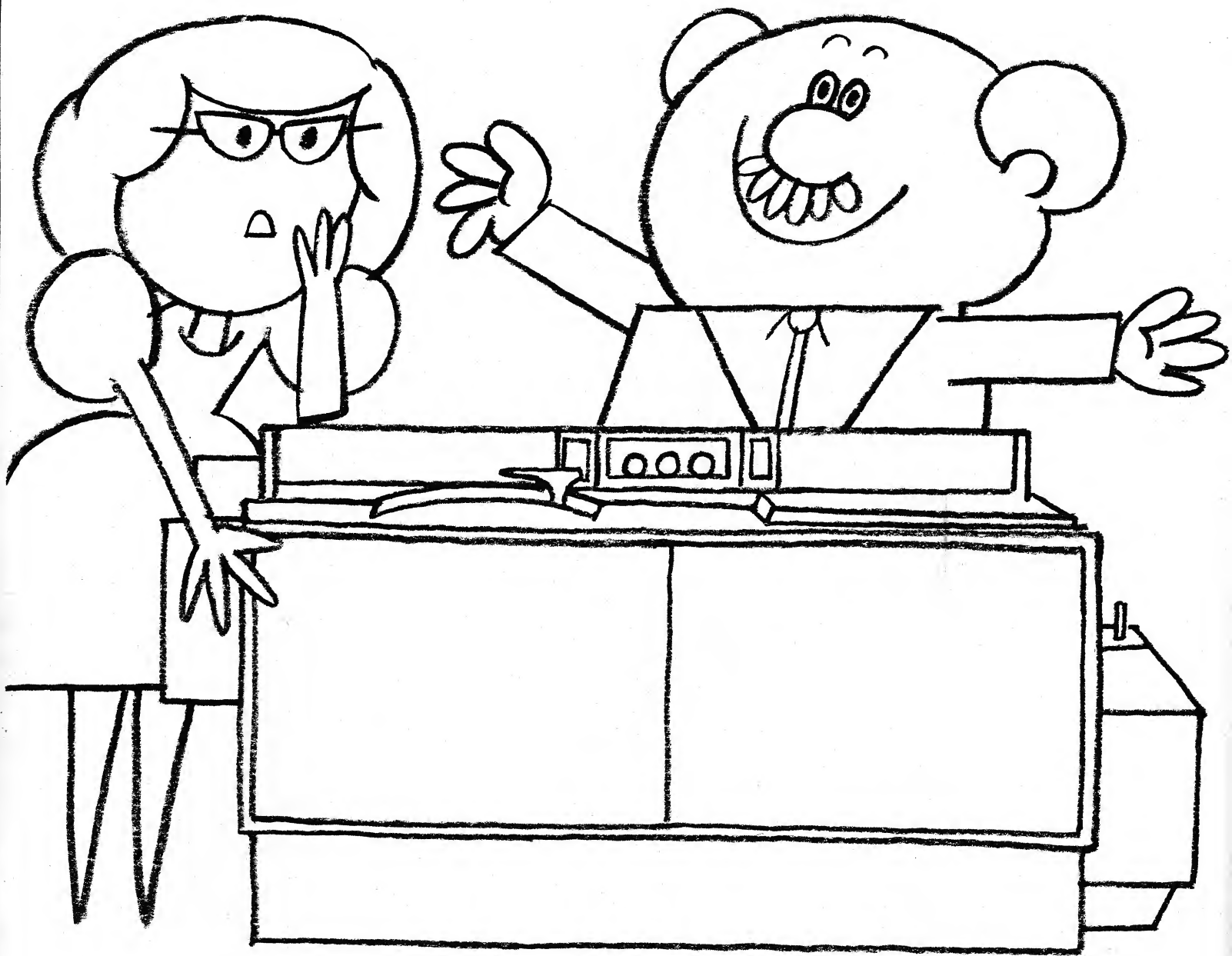


After lunch, she will ask Oscar to reprint them.

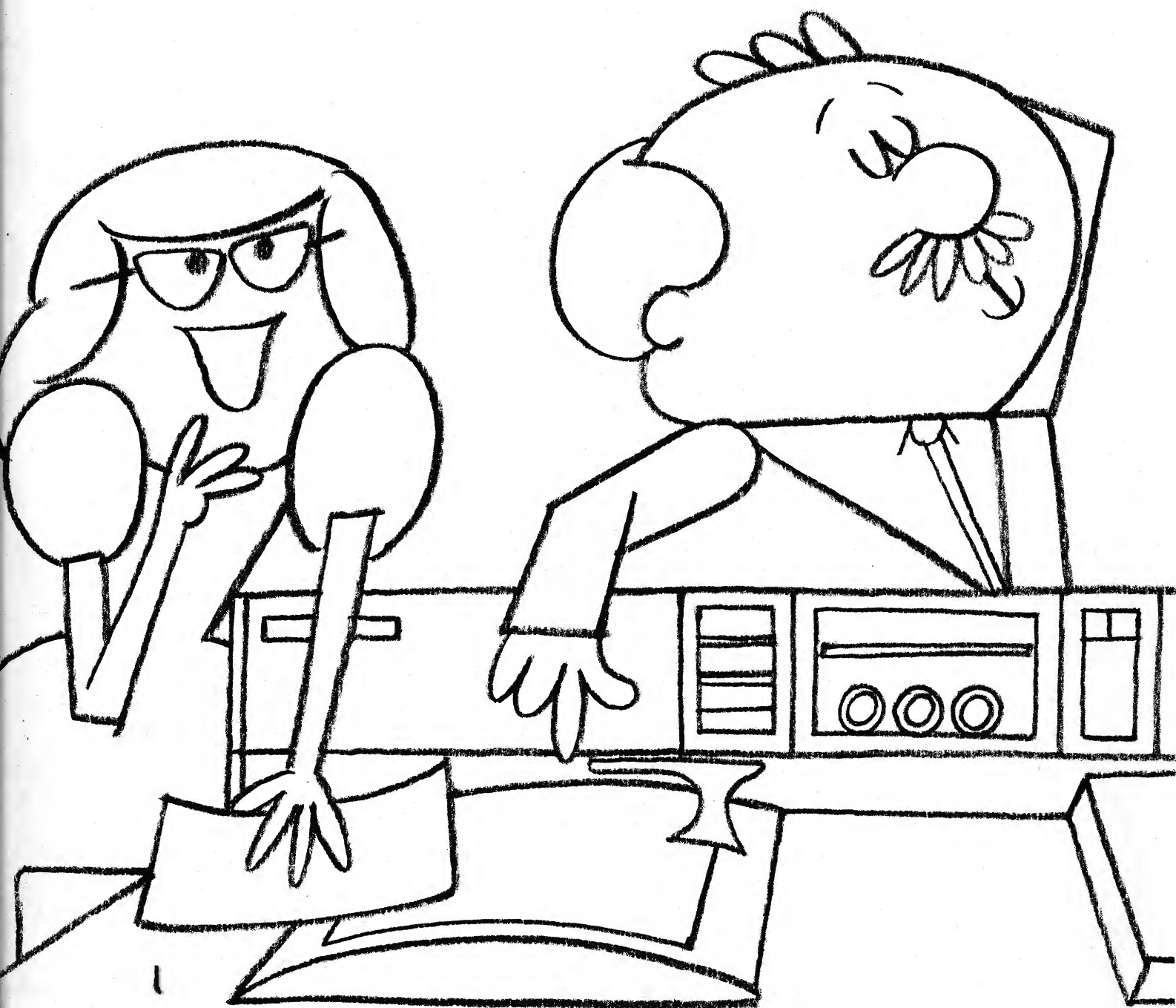
Color her rushed. (Cafe noir.)



**But when she comes back,
The President has a surprise for her.
Color him proud. (Peacock.)**

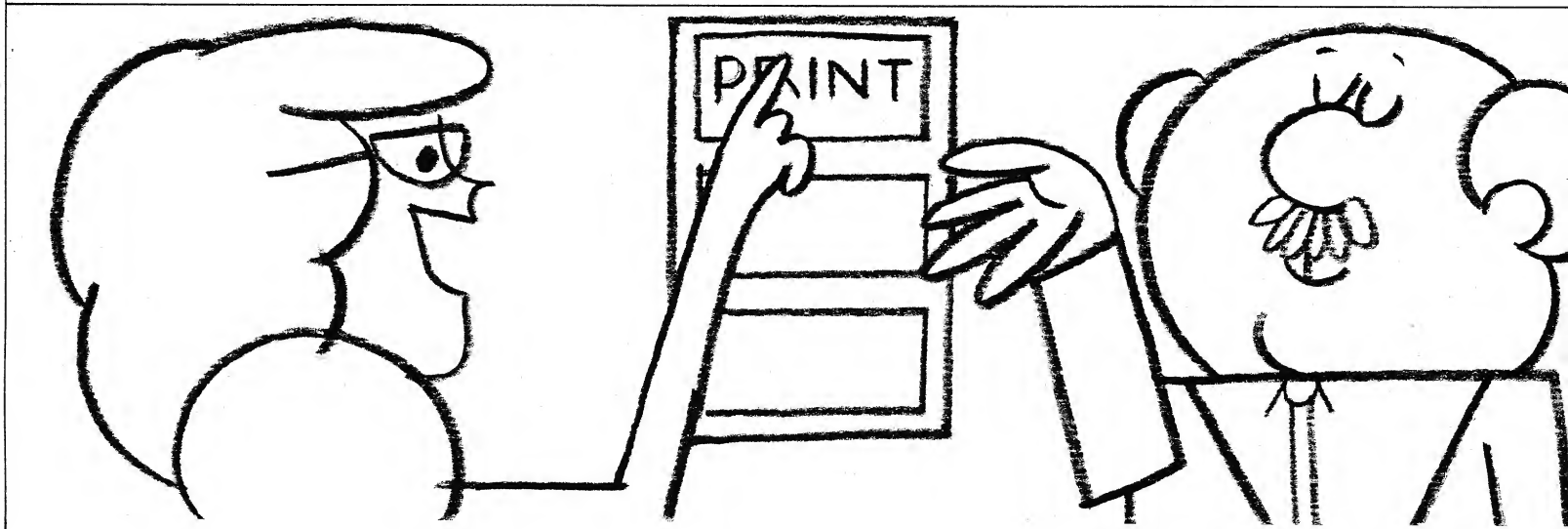
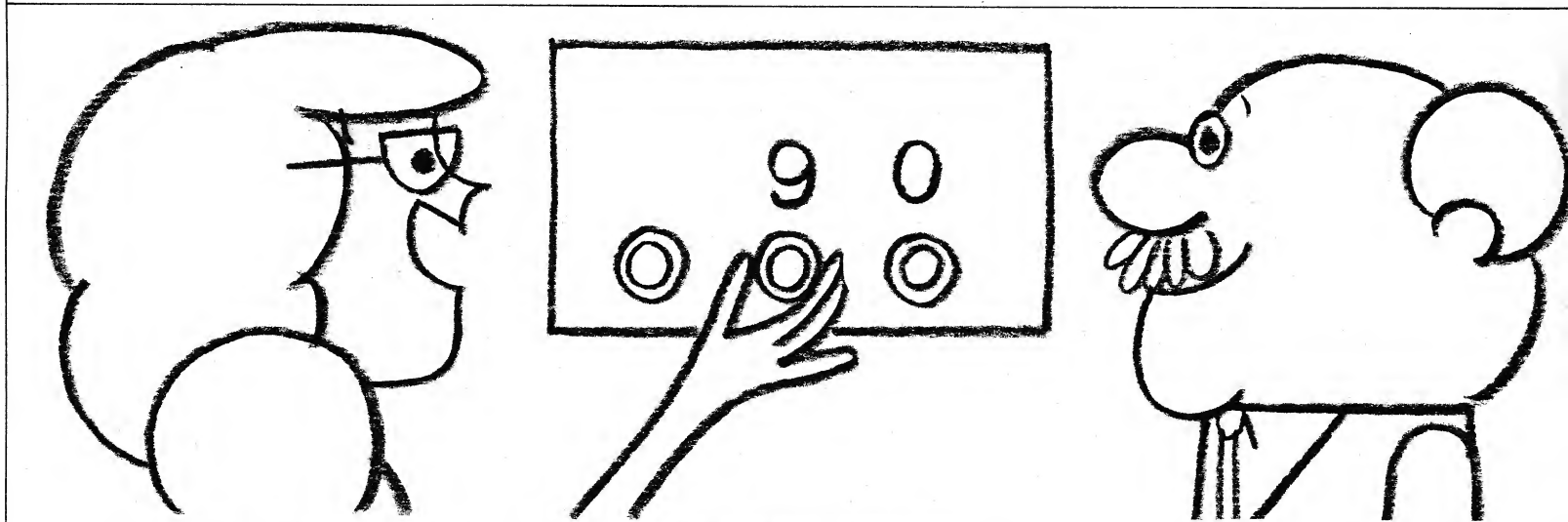
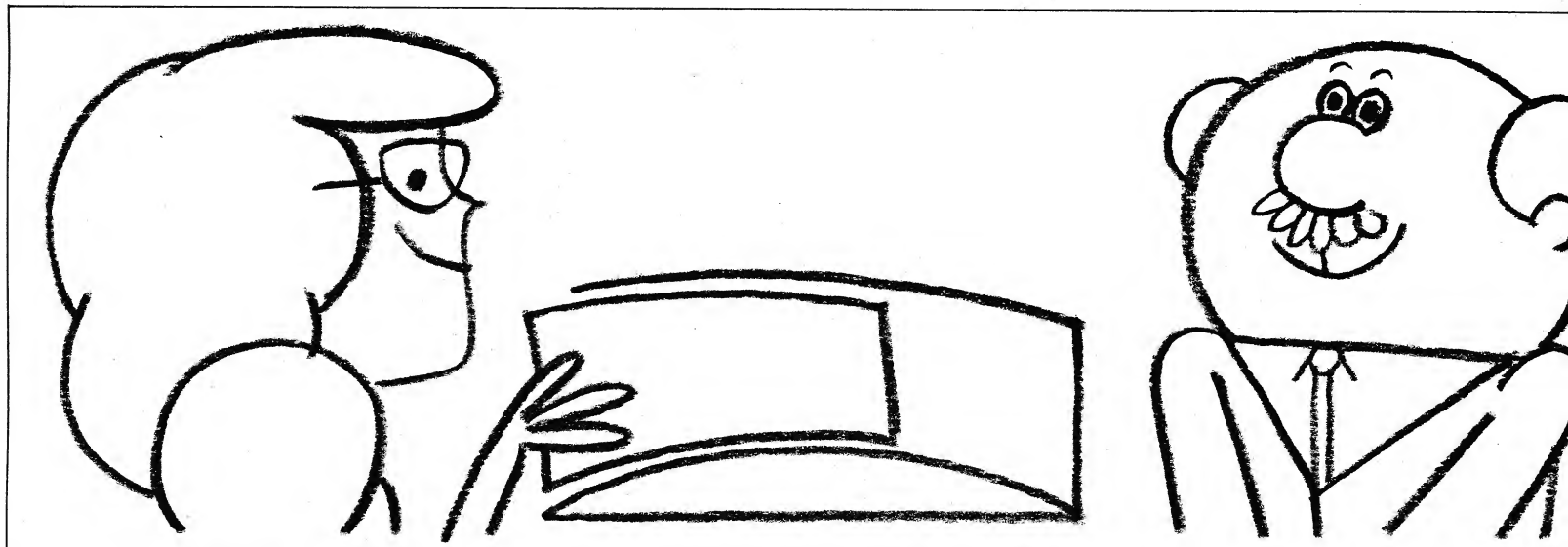


**"Oh! That's much too complicated for me."
Color her perplexed. (Bay.)**



**The President shows her how simple
it is to use.**

Color him true blue.

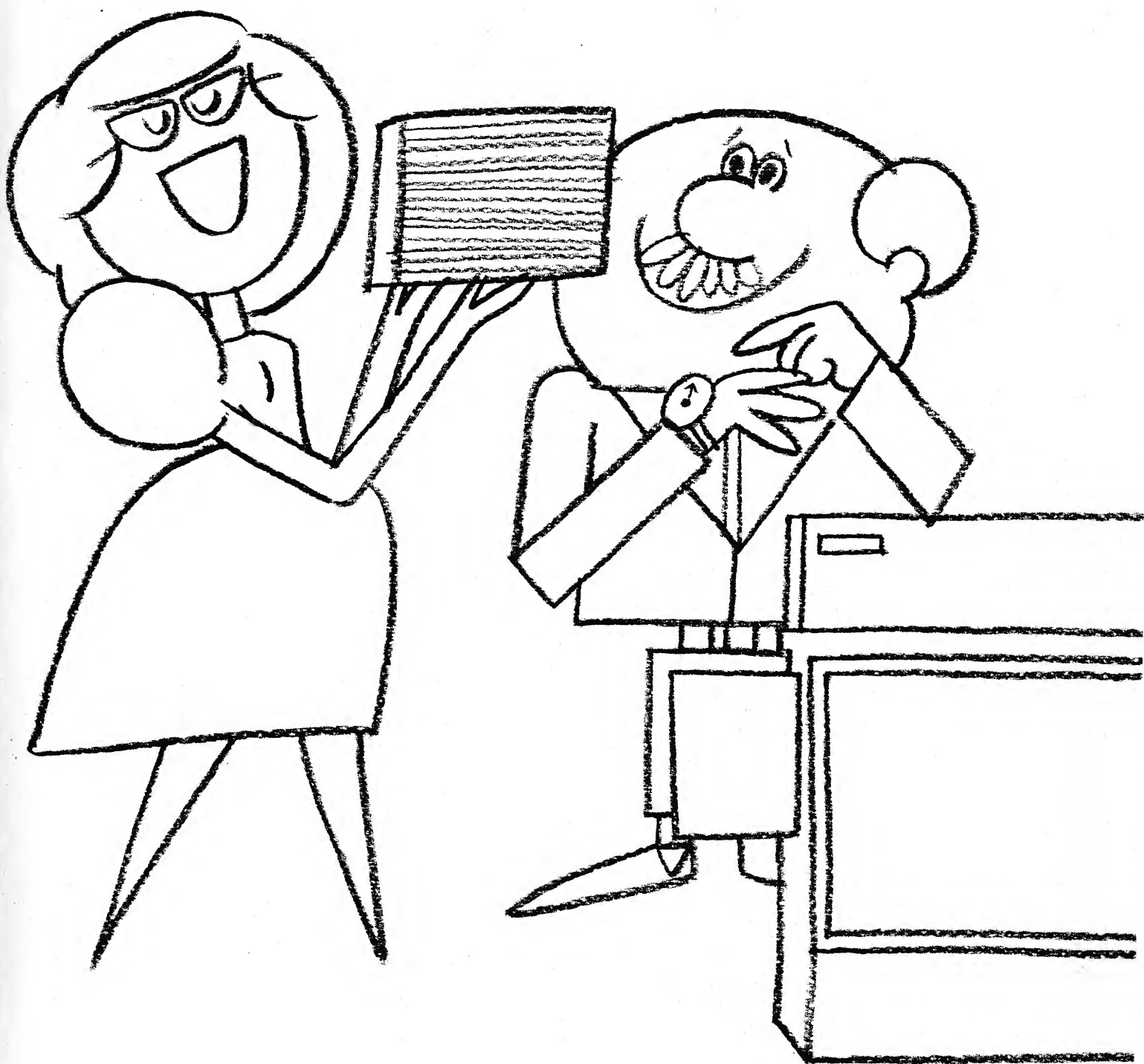


"Just put the letter on,

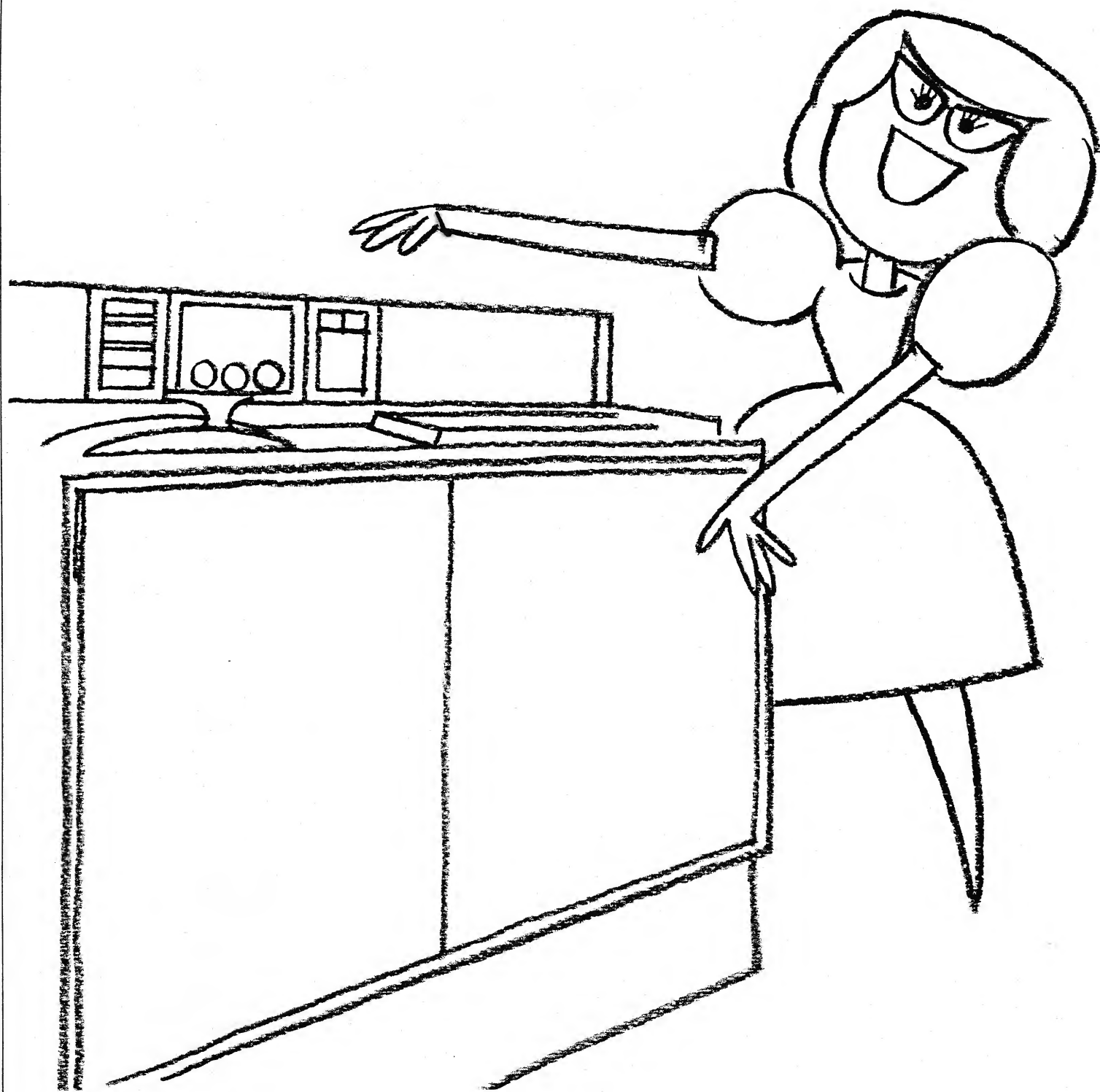
dial 90 copies,

and press the PRINT button."

Color his directions succinct. (Crystal.)



**In less than three minutes,
all 90 copies are made.
Color them crisp black-on-white.**



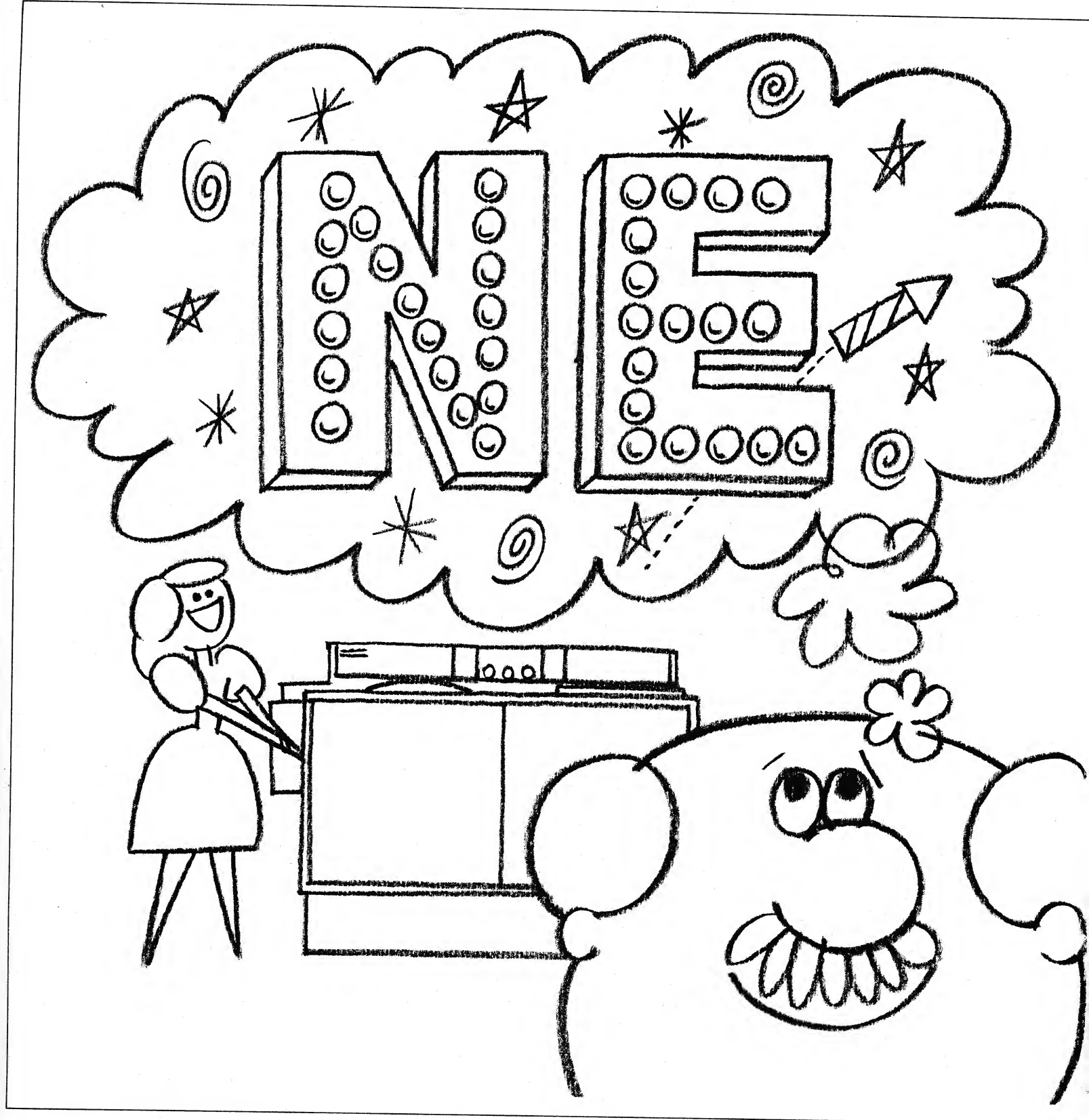
**Freda is fascinated. It's convenient,
clean, and all so simple.**

Color her impressed. (Peachy!)

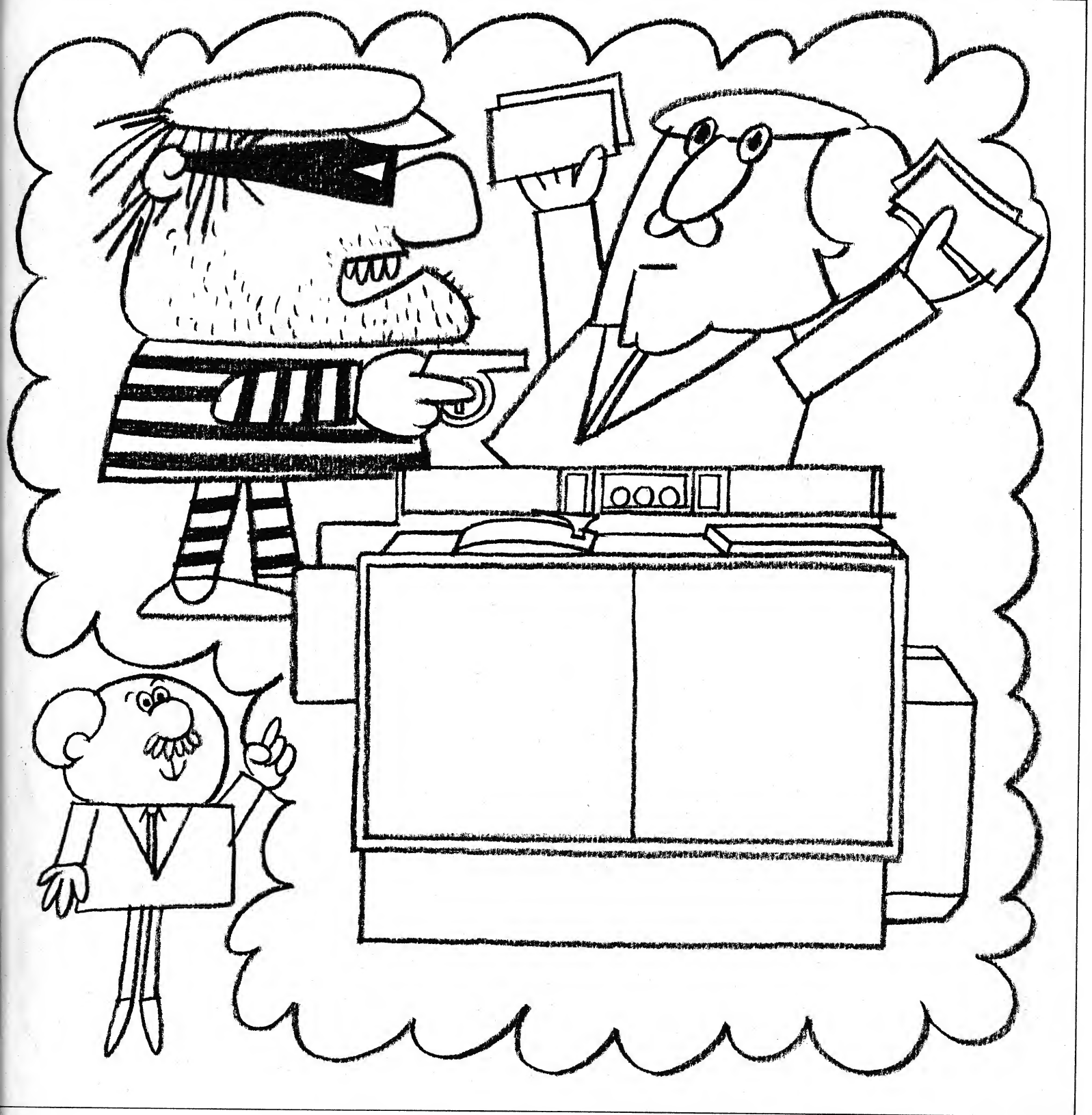


The President says that the 2400 is ubiquitous.

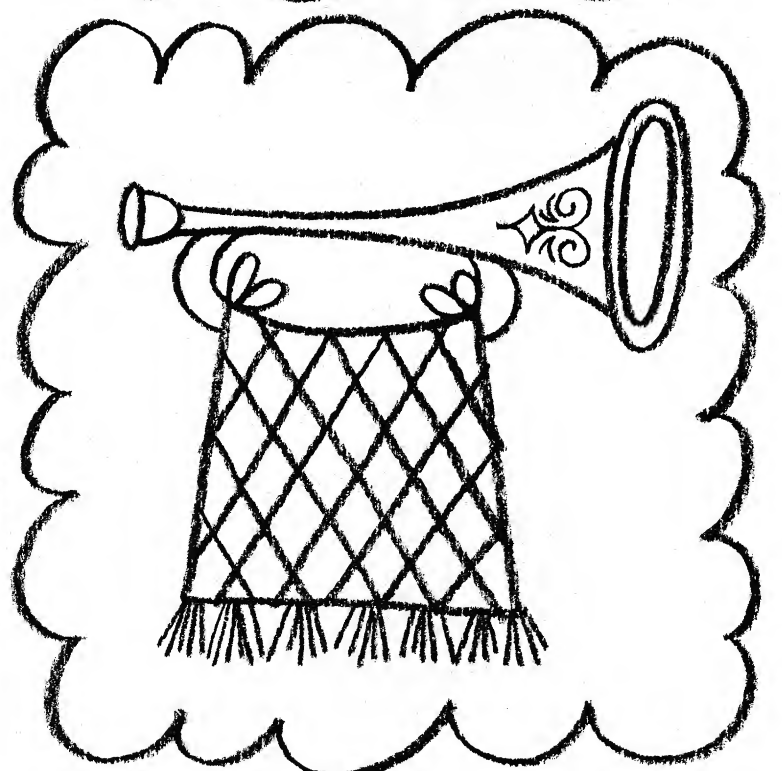
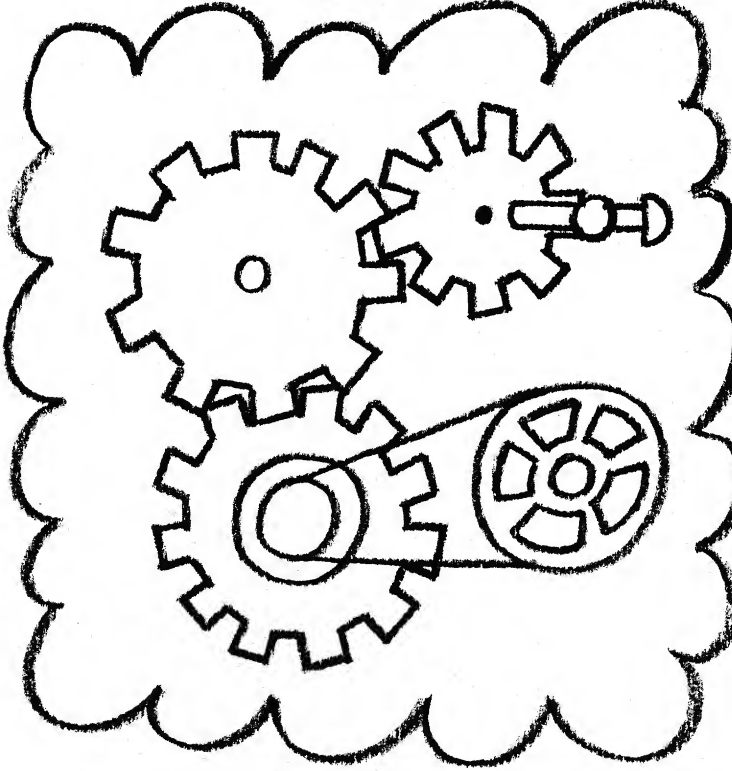
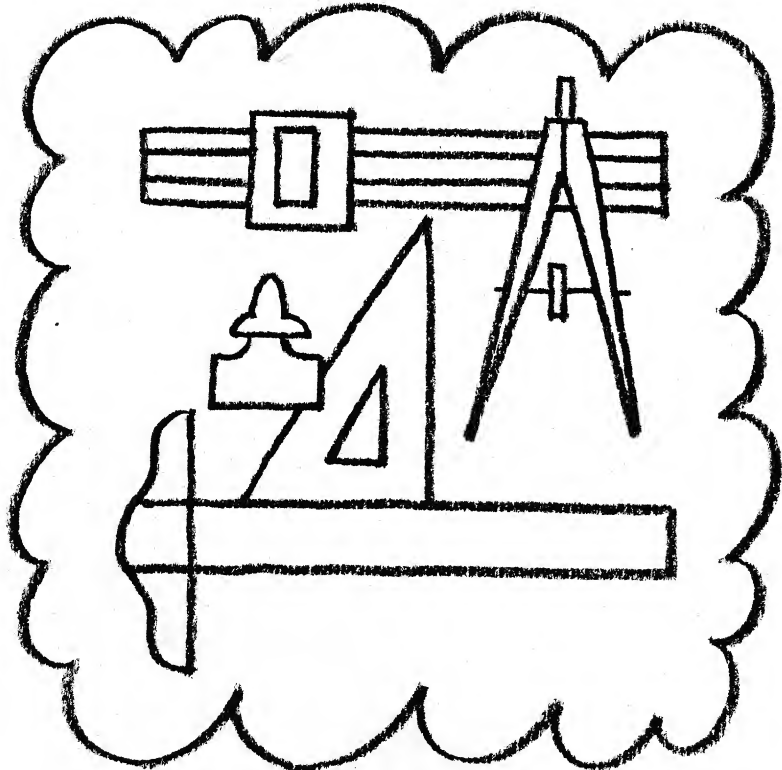
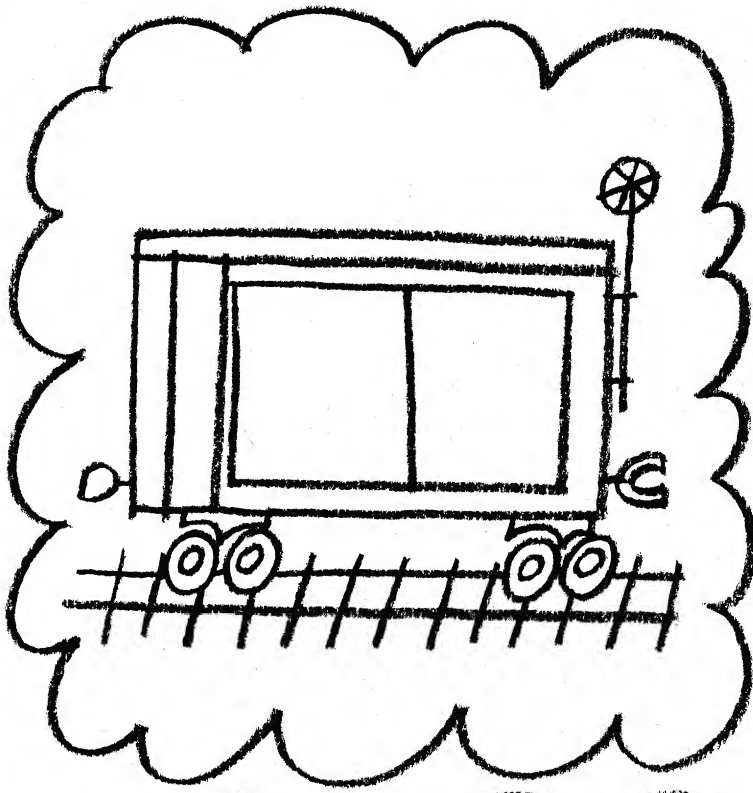
Color Freda confused. (Blanc.)



**He explains that the 2400 will be used in
Public Relations for press releases and bulletins.
Color the N. E. Company image bright. (Silver.)**



**Another 2400 will be used in a brand new
customer order and billing system.
Color their cash flowingly. (Currency green.)**



**"Soon, we'll have 2400s in Purchasing,
Engineering, Manufacturing, Sales Promotion..."
Wax him poetic. (Puce.)**



"Oh," interrupts Freda.

"You mean 2400s will be used everywhere."

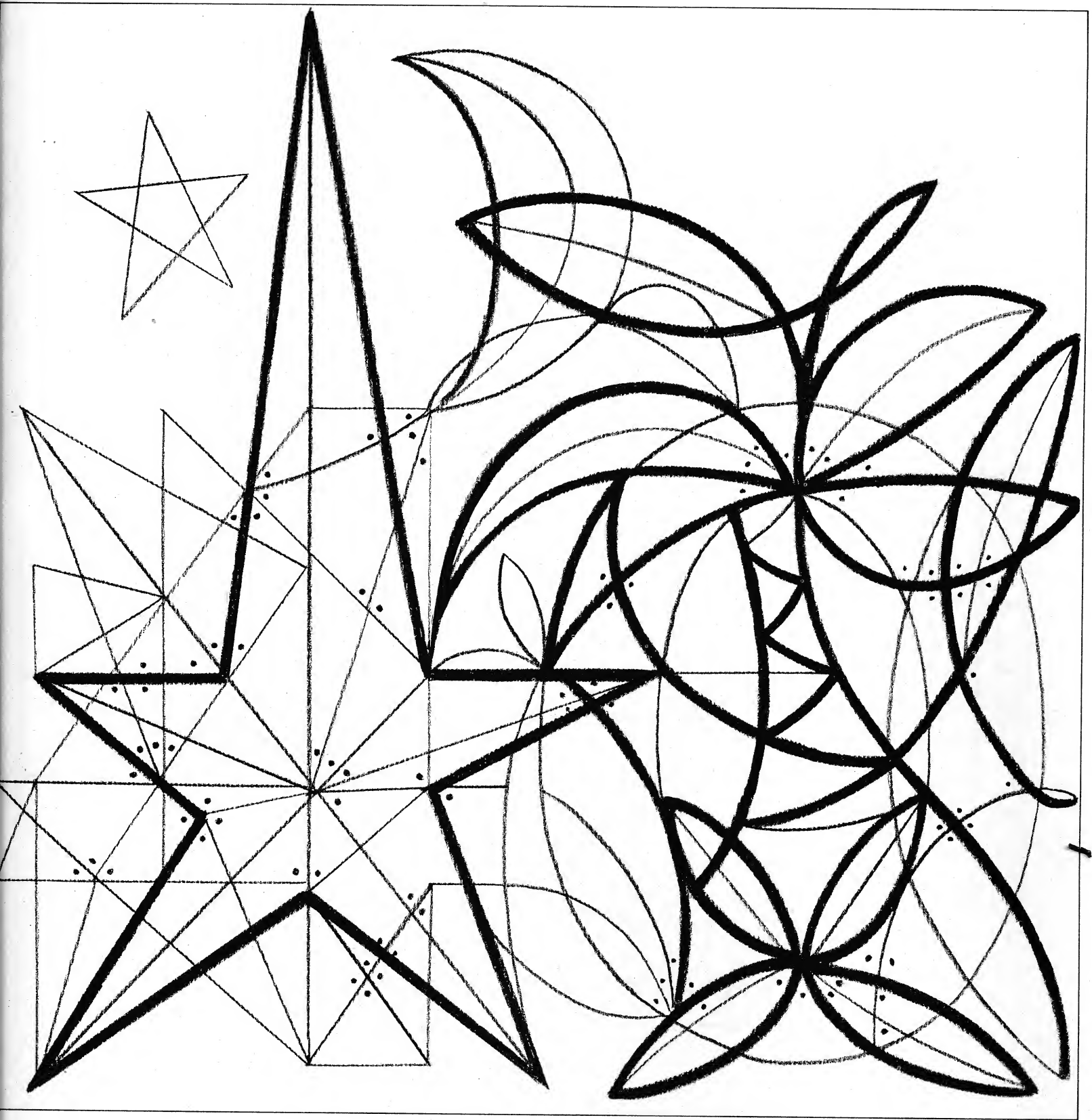
Color her secure in her new knowledge.

(Mandarin.)



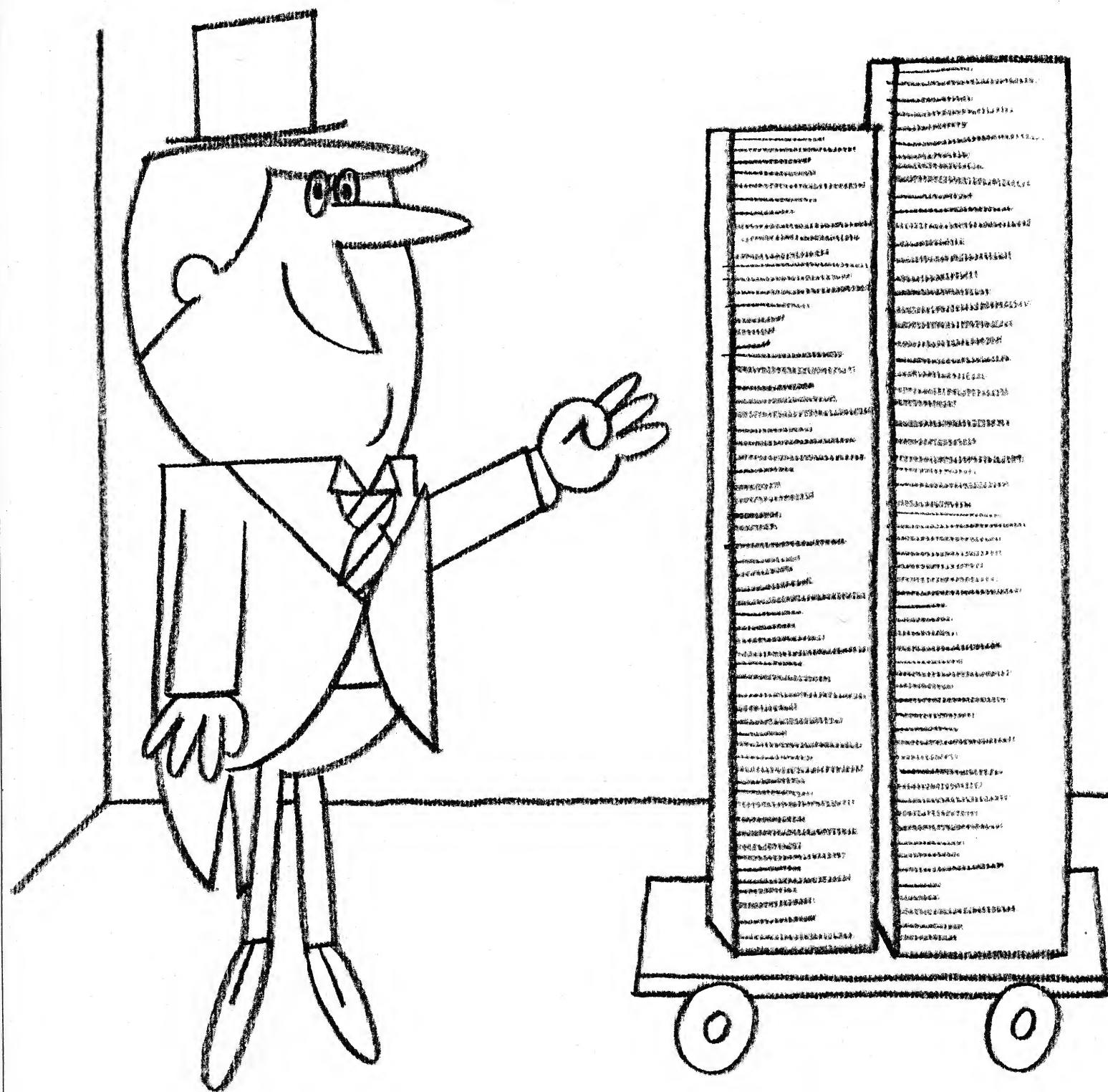
**Freda likes to operate the 2400,
and does . . . often.**

Color her hands and dress pristine. (Pearl.)

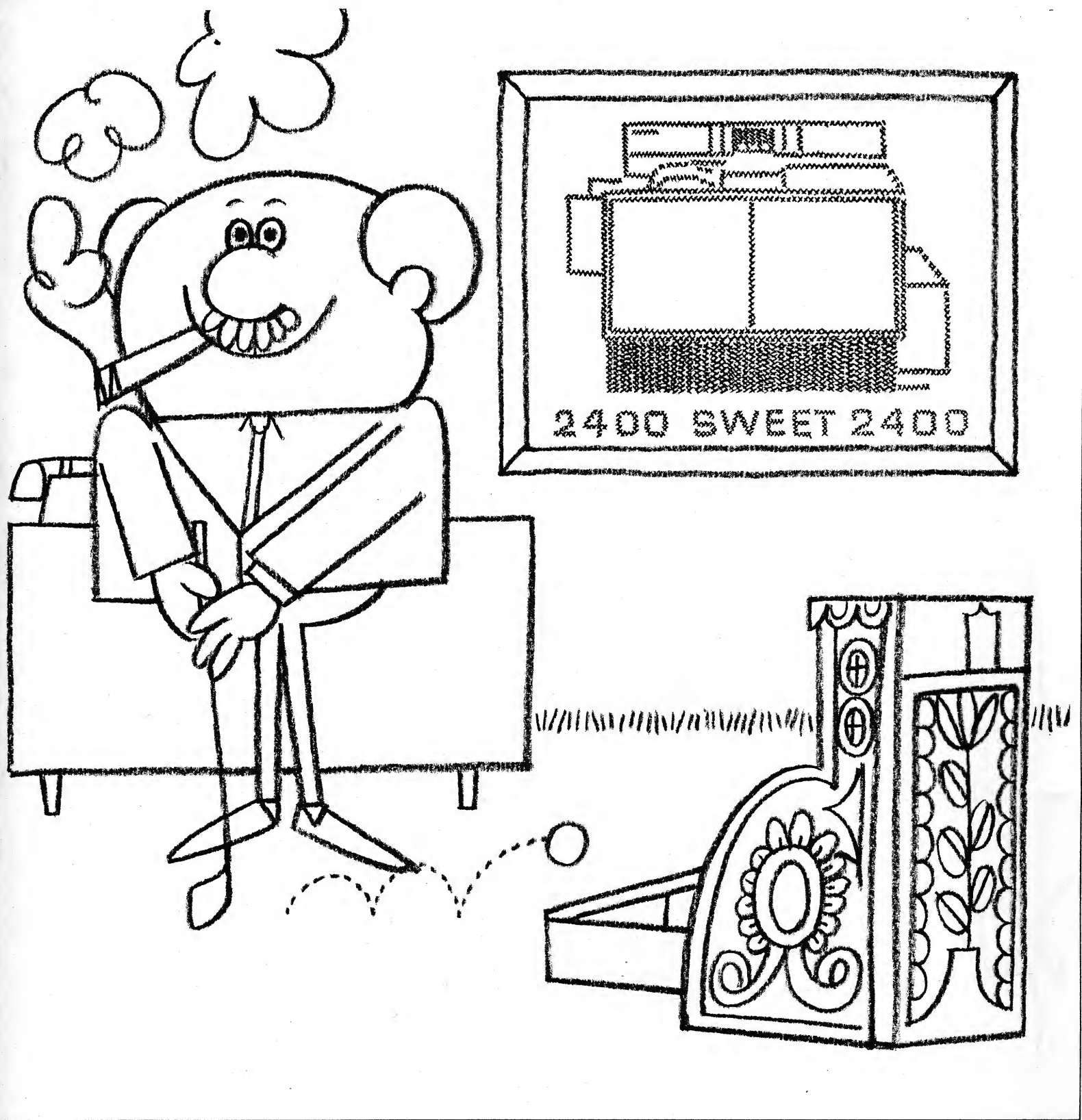


How many copies can she make in one minute?

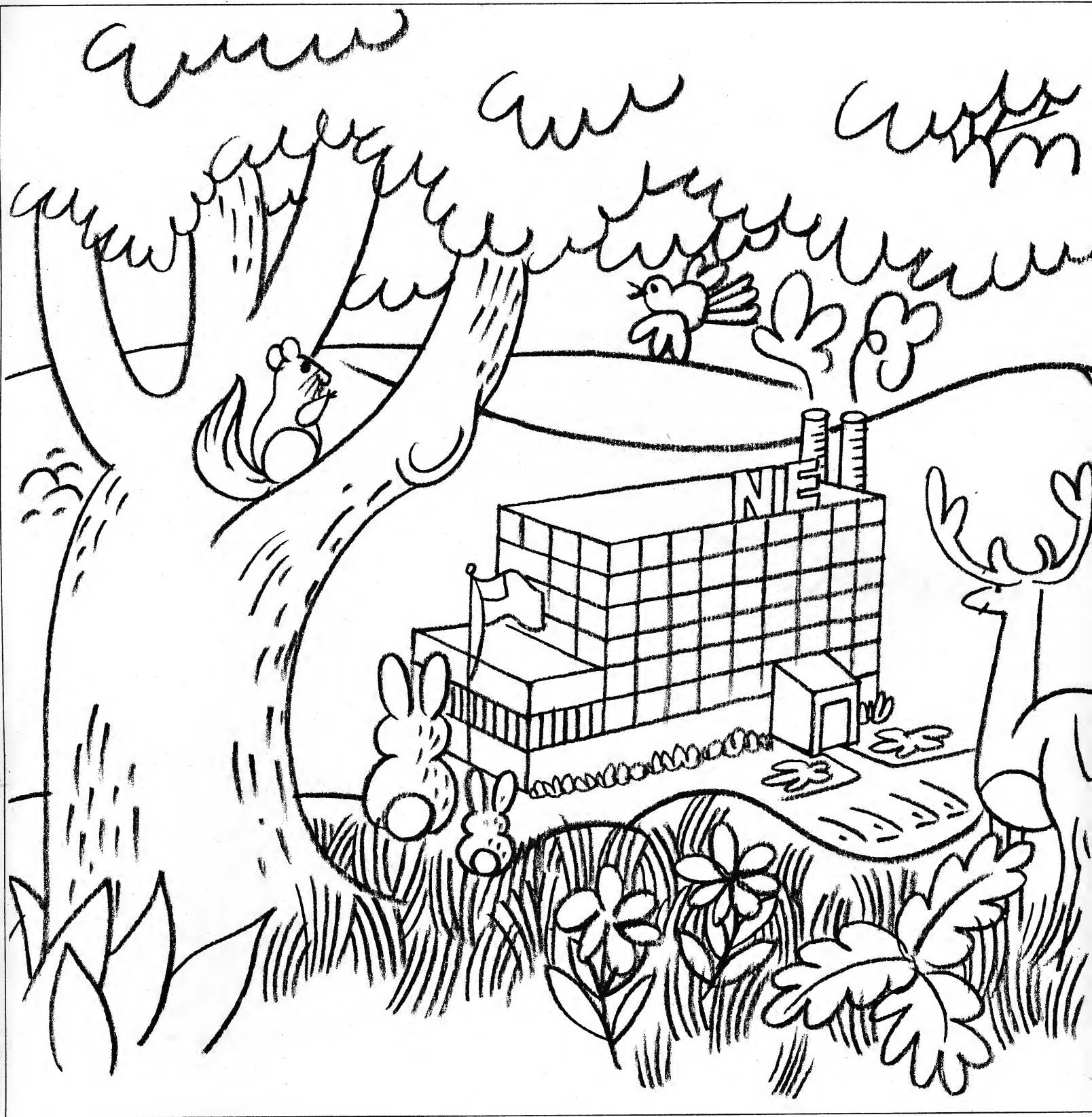
Color the dotted shapes fast. (Dun.)



**Oscar Offset no longer fusses with short jobs.
Give him a professional tone. (Brass.)**



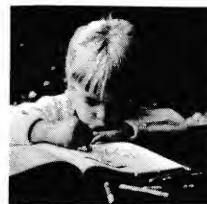
**The President is happy because his new 2400s
are saving time and money all over the Company.
Color him frugal. (Copper.)**



The N. E. Company hums along.

Color its future rosy.

From Upper Tintack to New Megalopolis, Xerox 2400s are making every day look rosy. They're right there . . . wherever the point of need. No more waiting in line. No more trips down the hall. No more missed deadlines. No more specially trained operator. No more intermediate masters. No more wet chemicals. No more peripheral equipment. No more.



XEROX